

functioning require determination of all the totality of criteria that passengers use comparing the quality of the routes of transportation. It should be noted that the meaningfulness of the criteria can be influenced by the kind of transportation, namely, work or cultural and general transportation.

To decide the set problem questioning of passengers was conducted and the respondents were asked to specify the criteria they use for evaluation of the public passenger transport quality. For estimation of experts' opinions coordination the Kendall concordance rank coefficient was used as well as the value of its statistical significance [5].

It was discovered that passengers evaluate the quality of public passenger transport mostly on the basis of travel time. The second meaningful factor is time of waiting for transport. The third top characteristic for passengers is safety of transportation. Less meaningful criteria are amount of vehicles' changes, time needed to get to the stop, the degree of crowding of transport vehicle, the quality of road pavement, appearance of transport vehicle and cleanness of salon, information support of the trip, outfit of stop points, structural characteristics of transport vehicle, system of collection of payment for transportation.

The suggested criteria for transportation quality evaluation can be used in future for development of a complex index of projects' quality for public passenger transport. It will allow to fully satisfy all transport needs of the population and provide economic, ecological and personal benefits.

References

1. Bychkivskyy R. V. Metrology, standardization, quality management and certification] / R. V. Bychkivskyy, P. G. Stolyarchuk, P. R. Hamula. - Lviv: Publishing House of the National University "Lviv Polytechnic", 2004. – 560 p.
2. Gamula P. R. Metrologiya, standartizatsiya, upravlinnya yakistyu i sertifikatsiya / P. R. Gamula. Lviv: Vidavn. nat. the University "Lviv politehnika", 2004. – 506 p.
3. Velmozhin A. V. Theory of organization and management of road transport: logistic aspect of formation of transport processes] / A. V. Velmozhin, V. A. Gudkov, L. B. Mirotin. - Volgograd: PKK Polytechnic, 2001. – 326 p.
4. Komarova I. A. Economic methods of quality management of road passenger transport / I. A. Komarov. M., 2007. – 22 p.
5. Kendall's coefficient of concordance ranks / - Mode of access: <http://ixxi.me/raznoe/koefficient-konkordacii-rangov-kendalla>.

HISTORICAL ASPECTS OF THE RESTAURANT BUSINESS DEVELOPMENT

ANASTASIYA GAVRILOVA, student

ALISA OMELCHENKO, Senior Teacher

O.M. Beketov National University of Urban Economy in Kharkiv

Human beings have always eaten, but the business of selling food to customers who order off a menu is a phenomenon dating back to the French Revolution. So let's learn more about the development of the industry, which today enables people not

just to the process of eating, but also to the cultural spending time.

Historians tell us that the genesis of food service dates back to ancient times. Street vendors and public cooks (caterers) were readily available in Ancient Rome. Medieval travelers dined at inns, taverns, monasteries and hostelrys. The restaurant, as we know it today, is a byproduct of the French Revolution. Modern food service is a product of the Industrial Revolution. Advances in technology made possible mass production of foodstuffs, quick distribution of goods, safer storage facilities, and more efficient cooking appliances. Advances in transportation also created a huge demand for public dining venues. Today's restaurants are characterized by their capacity to create a space and a dining experience. They also usually offer customers a choice of menu options. Upscale restaurants offering fixed price menus are an exception but they focus on the dining experience.

The business of offering food in exchange for money dates back at least to medieval times. Travelers could grab something to eat at a roadside inn, and street vendors offered quick and simple fare in public marketplaces. Medieval inns differed from modern restaurants as they offered very limited eating options. Everyone ate the same thing, and they often ate it at the same time.

During the French Revolution, independent chefs began establishing eating houses where customers could come and choose food selections from a menu. They added touches of the upper class to their establishments. Guests did not have to take their meals at a common table, as was typical of taverns and roadside inns. Instead they had private tables, sometimes- held by reservations. They dined with fine china and cutlery, and tablecloths- all trademarks of modern day fine dining. Menus were framed and at the end of the meal guests were presented with a check. This had not been possible in France until the time of the revolution because the guild system severely limited the offerings that any artisan could prepare. Restaurants were named for a simple restorative broth that was popular in the earliest modern eating establishments.

Savvier restaurateurs adapted their eateries to include such amenities as bathrooms- for which there were a charge to use. Before the Revolution, there were less than 50 restaurants in Paris. By 1814 3,000 restaurants were listed in (the *Almanach des Gourmands*) a popular travel guide.

During the 19th Century, the number of restaurants in Paris continued to rise. Wealthy Europeans flocked Paris to partake in the many gourmet dining options. The 19th Century also marked the rise of Cafes, a style of restaurant which does not offer table service. Customers order their food from a counter and serve themselves. Soup kitchens and dairy shops offered home-style cooking for cheap, attracting members of the lower working class.

By the end of the 19th Century, advancement in transportation brought about a change in travel. Luxury tourism grew and with it a new precedent of eating well away from home. Eating while traveling became an art. Part of the travel experience was dining at famous Parisian cafes and restaurants having a solid reputation for excellent food and service.

The 20th Century saw the French Restaurant go global. In Spain it was a

restaurant. In Italy it was called a “ristorante”. In Great Britain and the United States it remained restaurant, but would soon evolve to fit the demands of changing consumers. By the end of that century, restaurants in the United States would evolve further, introducing the world to restaurant chains and the rise of modern-day fast food.

The American restaurant business started off emulating the French restaurant business. But American restaurants always focused on ingredients that were in abundance in the United States. As it was fitting for a nation of immigrants, American food quickly began to diversify, with Chinese, Italian, Greek and other immigrants offering. In the latter half of the twentieth century, the United States led the way in the consolidation of industrialization of restaurant and family dining franchises.

The modern restaurant industry encompasses a wide variety of eating establishments ranging from upscale artisan eateries to chains and franchises with thousands of locations. On one end of the spectrum, passionate chefs with skills and knowledge pay close attention to quality ingredients and sophisticated preparation techniques. On the other end of the spectrum, restaurants with multiple locations buy pre-made menu items from food service warehouses, hiring chefs to prepare these dishes using the systems that leave little to chance.

So nowadays it is evident that the restaurant business is a huge industry, dynamically developing to meet changing needs of various customers.

References

1. The History of the Restaurant Business / Devra Gartenstein - Demand Media [Internet resource]. - Access mode: <http://yourbusiness.azcentral.com/history-restaurant-business-6936.html>
2. Restaurants & catering / Lynne Olver - The Food Timeline [Internet resource]. - Access mode: <http://www.foodtimeline.org/restaurants.html>
3. The history of American business / Marsha M. Huber [Internet resource]. - Access mode: <http://historybusiness.org/2686-restaurant-industry.html>

MODERN MARKETING STRATEGIES FOR RESTAURANT BUSINESSES

ANNA GELMEL, student

NATALIIA VLASHCHENKO, Associate Professor, PhD (Economics)

SVITLANA BUCHKOVSKA, Senior Teacher

O.M.Beketov National University of Urban Economy in Kharkiv

To gain customers' loyalty under tough competition restaurant establishments in Ukraine are constantly using various marketing tools. However, due to lack of experience in developing corresponding services marketing strategies, not all restaurant companies in Ukraine have made a significant progress in this field.

Because of the development of market relations, the restaurant business in Ukraine is not a monopoly any more. Nowadays the domestic restaurant market is highly competitive and only the company that considers marketing to be the most